



Marina Toeters @by-wire.studio in Utrecht, The Netherlands with lots of prototyping tools

Bio: Marina Toeters operates on the cutting edge of technology and fashion design. She earned her Master of Art in fashion design with honours at MAHKU Utrecht. Through her business **by-wire.net** she stimulates collaboration between the fashion industry and technical innovators for a relevant fashion system and supportive garments for everyday use. She advises – via *prototyping* and a *research through design* approach – Philips Research, Holst Centre, fashion designers and others on product development. She designs and develops concepts to show the world how fashion could be. As a teacher, coach and researcher, she works for the fashion department in the Utrecht school of Arts, textile department at Saxion University for applied science and industrial design faculty in Eindhoven University of Technology. More info: www.by-wire.net

Contact Details:

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 Birth: 16-07-1982, Den Ham
 Nationality: Dutch (The Netherlands)

Personal Data Resume (page 1/2)

Education

2016 BKE educational training for teaching and assessments
 2013 Life Cycle Analysis training by Natascha van de Velde
 2012 Workshop C2C as basic pattern – Cradle2Cradle method – Refinity
 2010 Coach training – TU/e
 2008 Quick start course for education – WdKA
 2006-2007 **Master of Art and Design**; Fashion Design - MAHKU Utrecht - Cum Laude
 2003-2006 **Bachelor of Art**; Fashion Design - Hogeschool voor de Kunsten Utrecht
 1998-2002 CIBAP Zwolle (middle vocational education) Graphic Design: Presentation and Communication
 1994-1998 Regge-Vecht College, Den Ham MAVO (high-school)

Work history

2017-2016 Industry Liaison Wearable Senses, Industrial Design, **Eindhoven University of Technology**
 2017-2015 **Holst Centre**, Smart and Light garments
 2017-2009 Edu: **HKU Utrecht**, 2nd year Fashion eco- & technology, 4rt year project coaching.
 2016-2015 **Ijja Visser ASSIMILA SS16** haute couture collection, 6 interactive outfits
 2016-2015 **Radboud University**, Junior Researcher Wearables in Society. Social Studies.
 2016-2009 **Philips Research** and **Philips Design**, textile / electronic applications on the body
 2015-2013 Theme leader Wearable Senses, Industrial Design, **Eindhoven University of Technology**
 2016-2011 **Saxion**, Member of the research group Smart Functional Materials, project leader CRISP-Smart Textile Services
 2015-2010 Edu: **Eindhoven University of Technology**, coach Industrial Design, Wearable Senses
 2015 **It-fits & Coldenhove**, freelance projects in innovative textile products
 2015 **Michiel Cornelissen**, responsible for soft product design
 2014 European Textile Traineeship, student guiding & coaching, **TextielMuseum**
 MVO-NL **Zorgzame Bedrijfskleding**, project management and design
 Curating the exhibition Traditie ontmoet Toekomst, **Museum the Kantfabriek**, Horst
 2014 Workshop development Smart Textiles, **Waag Society**, ZigZag project
 2014-2010 **Philips Medical**, design & research for textile product design, prototype development and production consulting, Philips Blue Touch / Philips Blue Control
 2014-2012 Edu: **Saxion**, Lecture & lessons New Production Techniques for textile & garments.
 2013-2011 **TNO, Marc Grootjen**, tactile textiles.
 2011-2008 Edu: **WdKA**, 2nd year Crosslab fashion eco- & technology
 2010 **Moon Life Academie**, fashion design project, workshop leader and tutor **FBKVB**
Philips Lumalive Research of Lumalive guidelines for garment designers
Kwintet design, development & communication of work wear collections
Marloeke van der Vlugt sensor suit, artistic accessory
Bram van Waardenburg en WdKA modularic friends
Sense Company research project: body vibration on music
 2008 initiator **by-wire.net**, **design & research in fashion technology**
Boost Products Design & integration of Lumalive technology in garments
HKU research project: navigation on the body
 2007 **by-wire.projects** in collaboration with: **TNO, Ten Cate, TU Delft, Kwintet, Ecological Textiles, HKU** textile department,
 2006 **Company clothing Kwintet KLM nv**, Enschede
 Freelance, presentation and design projects in collaboration with stylist
 o.a. Mc Donald's, Arriva, Gall & Gall, H. Radboud and Q8
 2006 **Romy Smits, design studio for fashion, interior and art**, Antwerp
 Trainee: Assistant fashion-, print- and graphic design
 color cards, concept, working drawings, product presentation
 2006-2000 **Graphic Design Agency Ten Design and Alfabet sign**, graphic design, Den Ham
 Vacation work and internship: Graphic Designer and DTP.
 Pamphlets, trademarks, brands, printed matter, advertisement, sign, sponsor garments
 Design and prepare for press, print or digital mailing

Personal Data Resume (page 2/2)

Special skills

Experience with the Research Through Design practice and theory
 Outstanding skills in e-textiles, embedding technology
 Prototyping tools at hands
 Owner of a small company; entrepreneurial
 Very good creative computer skills: InDesign, Illustrator, Photoshop, etc.
 Dutch - native tongue. English - speech fluent, writing good

Projects (for recent projects see: www.by-wire.net)

2015 Curation: CRISP Smart Textile - Wearable Service, **TextielMuseum**
 2014 Keynote speaker @SIA-congres
 2013 **Amsterdam Fashion Week** show Drapely & Solar Fiber
 Speaker at **Smart Fabrics Conference Barcelona**
 2012 **Gouden Geesten** Utrecht, **Picnic, Dutch Design Week** Eindhoven, **Pretty Smart Textiles** Ronse Belgium,
 2011 Exhibition **Modemuseum Hasselt** (be) & lecture **z33** about Alture nature
 2010 Lecture **FTN**, Chain sustainability
 2009 **Fair Corporate Fashion Event**, lecture: chain innovation in fashion
 2009 **Awarness Fair Fashion**, 4 outfits in collaboration with JSS.SJS
 2008 **MaHKU**, presenting project Master students fashion 'Beyond Green'
HKU Fashion Design, 1st and 2nd year; seminar ecology and seminar Lumalive in Fashion, 3rd year; lessons in Fashion Technology
 2007 **by-wire.net** fashion & technology network - o.a. Ten Cate, TNO, Dynafoam
work wear event initiator and organizer - Casco Utrecht
presentation modebiennale Arnhem - wearables project
exposition Beat the Fashion Drum - by-wire.net - Stadhuis Utrecht
Hot-100-Debat 21 feb. 2007 - Club 11 Amsterdam
 2006 **cat-walk-show** 3rd year INDUST collection - Ottone Utrecht
seminar Fleshing Out - wearable interfaces, smart materials, living fabrics
congress for Nanotechnology in Fashion&Textile Industry, London
wearables project in collaboration with TNO - Cum Laude
Marimekko Project Center Antwerp - Concept and presentation advice
design competition HEMA - boys jacket - Honorable indication
cat-walk-show 2nd year GRIP collection - Gorinchem & Utrecht
 2006-2005 **junior lecturer in presentation** - 1st year fashion students HKU
Poznan exchange project Fashion design with Karel Bakker
 2004 **Event organization** - Slapeloze Nacht - concept, organization, design, development & production



Publications / Exhibitions (for recent publications see: www.by-wire.net)

2017 •A Cellular Automaton for Pied-de-poule (Houndstooth) with Professor Loe Feijs, Proceedings of **Bridges 2017: Mathematics, Music, Art, Architecture, Culture Bridges 2017**

2016 •Toeters, M. (2016). E-fashion fusionist aiming for supportive and caring garments. Paper presented at the Proceedings of the 2016 **ACM International Joint Conference on Pervasive and Ubiquitous Computing**.
 •Cliff: the automatized zipper. With PhD Mohamad Baharom. Proceedings **Global Fashion Conference 2016**
 •Mathematician meets Fashion designer: The future of fashion will be multidisciplinary innovation! with Professor Loe Feijs Proceedings of **Organizational Aesthetics 2016** in Bled
 •Pied de Pulse: Packing Embroidered Circles and Coil Actuators in Pied de Poule (Houndstooth) with Professor Loe Feijs, Proceedings of **Bridges 2016: Mathematics, Music, Art, Architecture, Culture Bridges 2016**
 •Australian Elle publication
 •Zishi: a smart garment for posture monitoring with PhD Qi Wang for **CHI2016**
 •Paris Fashion Week, interactive light garments with during the show of ILJA
 2015 •Drapely-o-lightment, An Algorithmic Approach to Designing for Drapability in an E-Textile Garment with Professor Loe Feijs for **Leonardo**
 •**Dutch Design Week**, exhibition on 5 different locations.
 •Aires: a supportive wearable for women in their menopause with Tamara Hoogeweegen for **DeSForM**
 •Activating Wearables: The Butterfly Effect with Ruben Daems for **DeSForM**
 •A Novel Line Fractal Pied de Poule with Professor Loe Feijs, Proceedings of **Bridges 2015: Mathematics, Music, Art, Architecture, Culture Bridges 2015**
P+ (MVO) March, April, May & **Financieel Dagblad Modespécial** March 7th.
 2014 • **Edinburgh International Science Festival**, Drapely-o-lightment in expo
 •Actuating movement in refined wearables, Marina Toeters & Loe Feijs, **Global Fashion 2014: International Fashion Conference**, Ghent Belgium
 ABN-AMRO publication Smart Fashion / Netherlands: Designing a Country publication
 Workshop + presentation 'a better world by design', **Providence, Rhode Island USA**
 • Night of the Nerds, exhibition during an technology event in Eindhoven.
 •Design of a Nature-like Fractal CelebratingWarp-knitting, Loe Feijs et al. Proceedings of **Bridges 2014: Mathematics, Music, Art, Architecture, Culture**
 •2013 E-Textile Swatchbook Exchange: The Importance of Sharing Physical Work, **ISWC '14 ADJUNCT, SEPTEMBER 13 - 17, 2014, SEATTLE, WA, USA**.
 •Transforming the dance experience with expressive social wearables, Theadora Kyrgia, Marina Toeters, **Global Network for Dynamic Research**.
 •PRACTICAL DESIGN EXAMPLES FOR HUMAN HABITATS IN SPACE, OFF-GRID, AND IN LOW-IMPACT COMMUNITIES, IAC-14.E5.2.3, 65th **International Astronautical Congress**, Toronto, Canada. 2014, Irene Lia Schlacht et al.
 •Research-through-design; a way to drive innovative solutions in the field of smart textiles, Marina Toeters, Martijn ten Bhömer, Eliza Bottenberg, Oscar Tomico, Ger Brinks, **Cimtec2012: Advances in Science and Technology** Vol. 80 (2013) pp 112-117 © (2013) Trans Tech Publications, Switzerland doi:10.4028/www.scientific.net/AST.80.112.
 •Constructing and Applying the Fractal Pied de Poule (Houndstooth), Loe Feijs, Proceedings of **Bridges 2013: Mathematics, Music, Art, Architecture, Culture**
 •Nemo, technology museum for children in Amsterdam: Solar Fiber head in the exhibition
 2012 •Analysis of parallel collaboration assignments in smart textile design, Toeters, Brinks, **Onderzoek voor de vitale regio**
 2011 •Disseminating knowledge of electronic textiles at art schools and universities, **isea2011**, <http://isea2011.sabanciuniv.edu/paper/disseminating-knowledge-electronic-textiles-art-schools-and-universities>
Alter Nature: The future that never was, exhibition + booklet page 20 & 53
Kunstgras 2010, exhibition by-wire.net
Arnhem Fashion Biennale, presentation Fair Fashion Event
Second Sight "Technology" article about Lumalive 20080802
Mediamatic presentation by-wire.net 20080417
TAG MAG 05, article about "The Fashion Paradox" 20080322
NieuweOntwerpers.nl, Expo, Rotterdamse Museumnacht 20080301
De Pers, article about me and others in fashion technology 20080301
Fashionsnoops.com, article about by-wire.net by Helen Gras 20080201
ESTA, one by-wire.experiment shown: Huggy Care 20080129
Modefabriek exhibition Rai Amsterdam, 20 & 21 January
DAG.18.12, 18-12-2007 by-wire.net naar aanleiding van Bright.TV
Bright.TV, video interview 11-12-2007: <http://www.bright.nl/dinsdag-designdag-marina-toeters>
Bright 19, Eye Candy, 'Marina Toeters met Huggy Care' 01-12-2007
Twentse Courant Tubantia, 'Studie cum laude afgesloten', 5-09-2007
De Twenterand Courant, 'Marina Toeters studeerd cum laude af voor fashion design', 13-09-2007
Video interview AD, Wearable project: Nepkoe op pojectenmarkt HKU 08 February 2007, www.ad.nl/multi-media/article1028602.ece?start=2